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12/6/54

fashion calendar

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New York 21, New York

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ET • NEW YORK 19

TOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, DECEMBER 3, 1954</u>			
Friday Dec. 3 3:00 P.M.	FASHION BENEFIT IN PALM BEACH Invited members of the press, celebrities and sponsoring companies-- Celanese Corp. of America, Field & Flint, Milton J. Fuller, Gotham Hosiery, Jantzen Swimsuits, Lilli Ann, Palm Beach Co., Pan American, J.& J. Slater -- leaving Idlewild at 3:00 P.M. by chartered P.A.A. Clipper -- will be guests of Spelman Prentice, owner of La Coquille. On Saturday night, "Celanese Ball"; Sunday afternoon, fashion show, cocktail party and water ballet. By invitation. La Coquille Fashion Co-ordinator: Kathleen Low. Publ: Ruth Ackerman at Robert S. Taplinger, 608 Fifth Ave., PL. 7-8040.	PALM BEACH COUNTY CRIPPLED CHILDREN'S SOC. PALM BEACH, FLORIDA	LA COQUILLE
Friday Dec. 3 6:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS <u>Dec. 3:</u> Don Marshall. <u>Dec. 10:</u> John Frederics. Contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE

WEEK BEGINNING MONDAY, DECEMBER 6, 1954

Monday Dec. 6 9:30 A.M. Breakfast	"FIGURE FLATTERY IN DUPLICATE" Rubber Fabrics Company will invite press and resident buying offices to advance preview of "shape insurance" made with Brafoam by leading American manufacturers. These bras will be coordinated with suits and separates by Bellociano; after-five fashions by Rudolf. By invitation only. Publicity: Albert Millet, 261 Fourth Ave., GR. 7-6610.	RUBBER FABRICS CO., BRAFOAM SUPPLIERS	HOTEL PIERRE COTILLION ROOM
Monday Dec. 6 6:30 P.M.- 8:30 P.M.	8TH SESSION: FASHION TRAINING COURSE Subject: "Editorial"--Magazines, Newspaper. Speakers: Jessica Daves, Vogue; Nancy White, Good Housekeeping; Matilda Taylor, Women's Wear Daily. \$2.00 per lecture. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	COMMUNITY BUILDING 40 EAST 35TH STREET
Monday Dec. 6 7:00 P.M.- 8:45 P.M.	26TH ANNUAL SURVEY OF ADVERTISING COURSE Subject: "From Layout to Printed Page"--Art and Production. Speakers: Walter R. Grotz, Marschalk & Pratt Co.; Edwin B. Kolsby, American Artist Magazine. \$2.00 per lecture. Contact: Advertising Women, 110 W. 47th St., CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
Beginning Monday Dec. 6- Dec. 18	FASHIONS FROM 4TH TO 19TH CENTURIES Exhibition of a large collection of colored engravings by Raphael Jacquemin, the fashions taken by the artist from authentic sources. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Dec. 6 7:00 P.M. Dinner	HONOR DINNER FOR "KEY WOMEN OF THE YEAR" Fund raising dinner by the Fashion Division of the Federation of Jewish Philanthropies of N.Y., honoring Helen Keller "Woman of the Year"; also Edna Woolman Chase, Ilka Chase, Hon. Anna. M. Kross, Alicia Patterson, Co-Chmn: Nettie Rosenstein and Tobe. Price: \$7.50. Contact: Mrs. Sylvia Rosh, Fashion Division, PL. 1-1000, Ext. 348.	FEDERATION OF JEWISH PHILANTHROPIES OF N.Y.	HOTEL DELMONICO BALLROOM
Tuesday Dec. 7 9:00 A.M.- 11:00 A.M. Breakfast	PRESS PREVIEW OF NEW LIGHTING CREATIONS Preview of new creations in lighting and metal wall sculpture by Helena and Paavo Tynell. By invitation only. Publicity: Richard Dillon, Jr., 410 West 24th St., CH. 3-6112.	FINLAND HOUSE LIGHTING CORP.	41 EAST 50TH STREET SHOWROOM - 3RD FLOOR
Tuesday Dec. 7 9:00 A.M.- 11:00 A.M. Breakfast	PREVIEW OF NEW FURNITURE COLLECTION "Crossroads" designed by John Wisner will be presented by Ficks Reed Co. By invitation only. Publicity: Jane Scriven, Anderson & Cairns, 488 Madison Avenue, MU. 8-5800.	FICKS REED CO.	305 EAST 63RD STREET SHOWROOM
Tuesday Dec. 7 12:30 P.M. Luncheon	FASHIONS BY LEADING CANADIAN DESIGNERS The Association of Canadian Couturiers, in cooperation with the Canadian Government, will present fashions and accessories from 12 leading designers -- with Canadian models. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Show Publicity: Mollie Baldwin, LE. 2-4281. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ASSOCIATION OF CANADIAN COUTURIERS	HOTEL PIERRE COTILLION ROOM
Postponed Dec. 7	RUSSEKS SHOWING OF HOLIDAY AND RESORT FASHIONS BY SUZY PERETTE, ORIGINALLY SCHEDULED FOR 2:30 P.M., WILL BE DEC. 14 AT 2:30 P.M. (See Page 3).		
Tuesday Dec. 7 4:00 P.M. Cocktails	PREMIERE SHOWING OF DAYTIME FASHIONS Showing of daytime dresses designed by John Weitz. By invitation only. Publicity: Laurel Cutler, C. J. Herrick Assoc., TR. 9-6310.	LILLIAN RUSSELL	1350 BROADWAY SHOWROOM
Wednesday Dec. 8 9:30 A.M.- 11:00 A.M. Breakfast	PREVIEW OF NEW SPRING CARPETS The Magee Carpet Co. will preview their Spring carpets to consumer press and trade. By invitation only. Publicity: Joan Lerrick, 9 Sniffen Court, MU. 4-2657.	THE MAGEE CARPET CO.	295 FIFTH AVENUE SHOWROOM
Wednesday Dec. 8 12:00 Noon Luncheon	PRESS PREVIEW: SPRING LINGERIE AND HOSIERY Showing to the press of Luxite lingerie and hosiery for Spring and Summer. By invitation only. Publicity: Rita Jane Lysen, Daniel J. Edelman & Assoc., 440 Merchandise Mart, Chicago 54, Ill., Superior 7-7717. N.Y. Contact: George M. Hawes, Holeproof Hosiery Co., 330 Fifth Ave., OX. 5-5880.	LUXITE LINGERIE & HOSIERY (330 FIFTH AVE.)	AMBASSADOR HOTEL DIPLOMAT SUITE
Wednesday Dec. 8 12:30 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW Showing of Carolyn Schnurer's Resort fashions, available at B. Altman & Co. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	CAROLYN SCHNURER	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Dec. 8 12:30 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW Arnold Constable will present Resort fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Dec. 8 3:00 P.M.- 5:00 P.M.	BRIDAL & BRIDESMAID FASHIONS FOR SPRING Twenty-fifth Anniversary cocktail showing of bridal and bridesmaid Spring fashions. By invitation only. Publicity: Irving Goldberg, WI. 7-0818.	BONRAY DANCE FROCKS, INC.	525 SEVENTH AVENUE SHOWROOM
Thursday Dec. 9 10:00 A.M.& 3:00 P.M.	PREVIEW: SLEEPWEAR, PETTICOATS & SLIPS Preview for press at 10:00 A.M. and resident buying offices at 3:00 P.M., showing Munsingwear's Spring sleepwear, petticoats and slips for misses and women. By invitation only. Contact: Margot Auerbacher, MU. 2-5580.	MUNSINGWEAR, INC.	261 MADISON AVENUE (AT 38TH STREET)
Thursday Dec. 9 12:30 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW Ohrbach's will present daytime, cocktail and evening fashions during luncheon. <u>Showing at 1:30 P.M.</u> Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Ohrbach's Publicity: Mark Klauser, OX. 5-4000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	OHRBACH'S	HOTEL PLAZA PERSIAN ROOM
Thursday Dec. 9 5:30 P.M.	LIGHTING OF CHRISTMAS DISPLAY Saks Fifth Avenue's Christmas display will be coordinated with Rockefeller Center's outdoor spectacle. Twenty-four heroic angels, from 8 to 13 feet tall, made of aluminum, brass and copper wire by English sculptress Valerie Clarebout, will be featured. Twelve angels from Saks will look directly across Fifth Avenue to the twelve angels in the Promenade of Rockefeller Center. Contact: Carolyn Hood, CI. 5-9000. Saks Publicity: Carolyn Haight, PL. 3-4000.	SAKS FIFTH AVENUE & ROCKEFELLER CENTER	FIFTH AVENUE 49TH - 50TH STREETS
Friday Dec. 10 12:30 P.M. Champagne Luncheon	FLYING FASHION SHOW & LUNCHEON Showing of Spring fashions made from Bates "Disciplined" cotton prints, inspired by the Universal-International production "So This Is Paris," with luncheon and show aboard Pan American Stratocruiser which will fly over the Metropolitan area. Transportation from Universal Pictures building (445 Park Avenue) at 11:15 A.M. By invitation only. Publicity: PAA--Richard Bargel, ST. 6-5858; Bates--Jane Gruen, WO. 4-5500; Universal--Jerry Evans, PL. 9-8000.	UNIVERSAL-INTERNATIONAL; ABOARD PAA BATES FABRICS CO.	STRATOCRUISER
Saturday Dec. 11- Dec. 15	DISPLAY MARKET WEEK IN NEW YORK Showing of Spring and Easter display products. Contact: Nat'l Ass'n of Display Industries, 203 N. Wabash Ave., Chicago, Illinois.	NATIONAL ASS'N OF DISPLAY INDUSTRIES	HOTEL NEW YORKER
Tuesday Dec. 14 2:30 P.M.	RESORT FASHIONS BY SUZY PERETTE Russeks will present Holiday and Resort fashions by Suzy Perette. (<u>Note Change of Date</u>). Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Dec. 14 4:00 P.M. Cocktails	NORWAY-INSPIRED FASHIONS BY CAROLYN SCHNURER Norwegian Reception with a private showing of the Carolyn Schnurer Resort collection, inspired by her trip to Norway. Admittance by invitation only. Norway Information: Jon Embertsen, MU. 3-8933. Fashion information for Norwegian collection: Mrs. D.J. Todd at Peck & Peck, OR. 3-4700.	NORWEGIAN INFORMATION OFFICE	345 EAST 46TH STREET CARNEGIE BUILDING
Wednesday Dec. 15 12:00 Noon Box Lunch	PREVIEW OF SPRING HAT COLLECTION Showing of Gardner's Spring millinery at a preview for press and buyers. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	GARDNER HATS INC.	1 WEST 39TH STREET SHOWROOM
Cancelled Dec. 15	RUSSEKS' LUNCHEON SHOWING OF RESORT AND TRAVEL FASHIONS, ORIGINALLY SCHEDULED FOR 12:30 P.M., AT WALDORF-ASTORIA, HAS BEEN CANCELLED.		
Wednesday Dec. 15 12:30 P.M. Luncheon	CRUISE COLLECTION: "REEL POISE" FASHIONS Bestlyne will show their Cruise collection of "Reel Poise" bathing suits, beachwear and separates, designed by Jean Novick. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bestlyne Publ.: Ann R. Silver Assoc., MU. 7-8654. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BESTLYNE (1410 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
Thursday Dec. 16 12:15 P.M. Luncheon	ANNUAL PROGRAM COMMITTEE LUNCHEON Subject: "What's Going On!" Speakers: Dr. Alfred Frankfurter, Editor, "Art News"; Geraldine Page, star, "The Rainmaker"; Inez Robb, columnist, Scripps-Howard Newspapers. Master of Ceremonies: Leo Lerman, contributing and entertainment editor, "Mademoiselle". Prices: \$4.25, members; \$4.50, guests. (Christmas gifts for Children's Aid Society.) Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BELVEDERE ROOM
Dec. 22	FIRST DAY OF WINTER (Wednesday).		
Thursday Dec. 23 8:00 P.M. Dinner	FIRST INTERNATIONAL PRESS BALL International Press Ball, sponsored by Foreign Ambassadors and outstanding personalities representing stage, screen and press. Master of ceremonies: Victor Borge. For benefit of: The International Children's Fund. N.Y. Herald Tribune's Fresh Air Fund, and the N.Y. Journal American Milk Fund. Price: \$50.00 per ticket. For reservation, contact: Liselle Nigot at the Waldorf, EL. 5-7565. Executive Secretary: Agnethe Tryde, 1 W. 67th St., EN. 2-6700, Ext. 413.	THE FOREIGN PRESS ASS'N OF AMERICA	WALDORF-ASTORIA GRAND BALLROOM
Monday Dec. 27 12:00 Noon	SHOWING OF SPRING FASHIONS FOR JUNIORS Saks 34th Street will present Spring fashions for juniors. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR YOUNGER SET SHOP
Beginning Monday Dec. 27	OPENING: ANNIVERSARY SPRING COLLECTION Preview for press and trade of the Spring and Summer collection of Napier Fashion Jewelry, celebrating their 80th Anniversary. For appointments, contact: MU. 5-7390.	THE NAPIER CO.	389 FIFTH AVENUE SHOWROOM - 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 1	NEW YEAR'S DAY (Saturday)		
Beginning Monday Jan. 3	OPENING OF SPRING JEWELRY COLLECTION Spring collection of Coro and Corocraft fashions in jewelry. By appointment only. Publicity: Ann R. Silver Associates, 551 Fifth, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Beginning Monday Jan. 3	OPENING: SPRING SCARFS STOLEs, ACCESSORIES Opening of Spring collection of Glentex scarfs and neckwear accessories. Glenmodes' Spring stoles, wraps; and beachwear accessories for Resort wear. By appointment only. Publicity: Ann R. Silver Assoc., 551 Fifth Ave., MU. 7-8654.	GLENSDER TEXTILE CORP.; GLENMODES, INC.	417 FIFTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday Jan. 3	OPENING OF SPRING JEWELRY COLLECTION Showing of Trifari, Krussman & Fishel Spring collection of jewelry. By appointment only. Publ.: Dorothy Lansing, 125 E. 50th St., PL. 9-7598.	TRIFARI, KRUSSMAN AND FISHEL	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Beginning Monday Jan. 3	SCARVES AND STOLEs FOR SPRING Opening of Vera's Spring and early Summer collection of scarves, stoles, originals in silks and cottons. For buyers and buying offices only. Publicity: Florence Brobeck, 444 E. 52nd St., MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday Jan. 3	OPENING OF SPRING HANDBAG LINES Industry-wide opening of Spring 1955 handbag collections. Contact: National Authority, 347 Fifth Avenue, MU. 3-6969.	NAT'L AUTHORITY FOR LADIES' HANDBAG IND.	INDIVIDUAL SHOWROOMS
Monday Jan. 3- Jan. 14	INTERNATIONAL HOME FURNISHINGS MARKET Contact: News Bureau, The Merchandise Mart, Chicago 54, Illinois.	INDIVIDUAL MANUFACTURERS	THE MERCHANDISE MART CHICAGO, ILLINOIS
Tuesday Jan. 4 9:15 A.M. Breakfast	PREVIEW OF SPRING MILLINERY Emme will present her Spring millinery collection to N.Y. press and buyers. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL ROOM
Tuesday Jan. 4 11:00 A.M. Breakfast	PRESS PREVIEW OF SPRING SHOE COLLECTION Saks will present their Spring shoe collection to the press. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
Tuesday Jan. 4 2:30 P.M.	RESORT FASHIONS BY JERRY GILDEN Russeks will present Resort fashions by Jerry Gilden. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday Jan. 4 3:30 P.M.- 5:00 P.M.	SPRING MILLINERY FORUM & MEETING Semi-annual forum of the MMEA with fashion, merchandising and business experts discussing millinery trends, problems and developments. By invitation only. Contact: Charles Steinecke, LE. 2-8415.	MILLINERY MERCH'G EXECUTIVES' ASS'N	WALDORF-ASTORIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 5 10:00 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS Showing of Spring bridal fashions at a preview for the press. By invitation only. Publicity: Jane Negbaur, JU. 6-1000.	JAY THORPE	5TH FLOOR BRIDAL SALON
Wednesday Jan. 5 3:30 P.M.- 6:00 P.M. Tea	SPRING MILLINERY FASHION SHOW Semi-annual millinery fashion show for trade and press at an afternoon showing this year. Participating milliners will be announced later. By invitation only. Contact: LO. 4-7800.	MILLINERY STABILIZATION COMMISSION (1450 B'WAY)	HOTEL ASTOR BALLROOM
Thursday Jan. 6 9:30 A.M.- 11:30 A.M.	PREVIEW: LA TAUSCA COSTUME JEWELRY Informal display of costume jewelry and simulated pearls for Spring 1955. By invitation only. Publ: Lillian Libman at Constance Hope, PL. 7-0515.	THE HELLER-DELTAH CO.	HOTEL PLAZA CRYSTAL ROOM
Thursday Jan. 6 10:00 A.M. Coffee	SPRING MILLINERY AT PRESS SHOWING Showing of Sally Victor's Spring millinery collection to the N.Y. fashion press. By invitation only. Publ: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Saturday Jan. 8 3:30 P.M. Tea	SPRING MILLINERY FOR VISITING EDITORS John Frederics will present his Spring millinery collection to the visiting editors. (Presentation to N.Y. press at 11:30 A.M. on Mon., Jan. 10. See Page 7). By invitation only. Publicity: June Johnson, WY. 1-6900.	JOHN FREDERICS, INC.	711 FIFTH AVENUE SHOWROOM - 5TH FL.
Sunday Jan. 9 10:00 A.M.- 1:00 P.M. Brunch	SPRING SHOWING OF FASHION JEWELRY Trifari, Krussman and Fishel will invite the out-of-town and local press to a gala brunch showing of their new Spring line. By invitation only. Publicity: Dorothy Lansing, 125 East 50th St., PL. 9-7598.	TRIFARI, KRUSSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Sunday Jan. 9 11:00 A.M. Breakfast	MILLINERY SHOWING FOR VISITING PRESS Emme will invite the visiting editors to a buffet breakfast and showing of her Spring millinery. (N.Y. press show, 9:15 A.M. on Tues., Jan. 4. -- See Pg. 5). By invitation only. Publ: Mildred Kaldor, MU. 9-5420.	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL ROOM
Sunday Jan. 9 12:00 Noon Luncheon	RESORT AND SUMMER FASHIONS IN KID Luncheon for visiting press and preview of Resort and Summer kid shoes and accessories. By invitation only. Publicity: Charline Osgood at Kid Leather Guild, WI. 7-0332.	KID LEATHER GUILD (1270 BROADWAY)	HOTEL PIERRE ROOF GARDEN
Sunday Jan. 9 3:00 P.M.	MILLINERY SHOWING FOR VISITING PRESS Sally Victor will present her Spring millinery for the out-of-town editors. (Show for N.Y. press, Thurs., Jan. 6 at 10:00 A.M. See Above.) By invitation only. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Sunday Jan. 9 5:00 P.M.- 9:00 P.M.	COCKTAILS AND BUFFET FOR VISITING EDITORS Forstmann will invite the out-of-town press to open house buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC. (30 ROCKEFELLER PLAZA)	CARLTON HOUSE CARLTON SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Jan. 9- Jan. 13 12:00 Noon- 9:00 P.M.	SHOWING OF SPRING & SUMMER ACCESSORIES Exhibit will include handbags, gloves, belts, umbrellas, personal leather goods, handkerchiefs, flowers, scarfs, neckwear, compacts and cigarette cases; collection of costume jewelry from France, Italy and Germany and two exhibits by the Spanish and Indian Governments. Hours: Jan. 9, 12:00-9:00; Jan. 10, 10:00-7:00; Jan. 11, 12, 10:00-9:00; Jan. 13, 10:00-3:00. Publicity: Allen Bryson, 551 Fifth Avenue, OK. 7-2825.	MAIN FLOOR ACCESSORIES SHOW, INC.	HOTEL McALPIN FLOORS - 7, 8, 9
Monday Jan. 10 11:30 A.M.	PRESS PREVIEW OF SPRING MILLINERY John Frederics will present his Spring millinery collection to N.Y. press. By invitation only. Publicity: June Johnson, WY. 1-6900.	JOHN FREDERICS, INC.	711 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Monday Jan. 10 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING MILLINERY Laddie Northridge will present his Spring millinery collection to press and buyers. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE (16 WEST 57TH ST.)	HOTEL PIERRE ROOF
Beginning Monday Jan. 10	OPENING OF SPRING SHOE COLLECTIONS Late Spring and early Summer shoe fashions by: Beleganti, Evins, Inc., Fox Shoe Co., Seymour Troy, Jerro Bros., Inc., La Valle, Herbert Levine, Inc., Marino & Sons, I. Miller & Sons, Newton Elkin, Palter DeLiso, M. Wolf & Sons, Wolsam Ltd., Zuckerman & Fox. Contact: John Jerro, 40 West 27th St., MU. 4-3191.	GUILD OF BETTER SHOE MFRS.	INDIVIDUAL MEMBERS' SHOWROOMS
Monday Jan. 10- Jan. 14	CORSET & BRASSIERE SPRING MARKET WEEK Contact: Mary Osborne at the Association, 200 Madison Ave., LE. 2-9440.	CORSET & BRASSIERE ASS'N OF AMERICA	SHOWROOMS AND HOTELS
Monday Jan. 10- Jan. 13	FORTY-FOURTH ANNUAL CONVENTION Theme: "Meeting Competition Profitably"--33 session conference planned to provide the nation's retailers with detailed information on the latest techniques and trends in store operation. Contact: Robert J. Mayer, Director of Public Relations, 100 W. 31st St., CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASS'N	HOTEL STATLER
Tuesday Jan. 11 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING MILLINERY Beatrice Martin will present her Spring millinery to the press and buyers. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	BEATRICE MARTIN (16 WEST 57TH ST.)	HOTEL PLAZA TERRACE ROOM
Tuesday Jan. 11 10:00 A.M. Clinic 12:15 P.M. Luncheon	FIRST FASHION SUBTEENS' CLINIC The First Fashion and Merchandising Clinic for Subteens under the auspices of the "American Girl" Magazine. Clinic speakers: Kay Robinson, Publicity Director, Cavendish Trading Corp., Betty Green, Fashion Accelerator, Independent Retailers Syndicate, Jeanne Malkin, Pres., ICTBA. Luncheon speakers: Miss E. Mildred Breen, Divisional Merchandise Manager, Shillito's --Cincinnati; Tom Mendelson, Exec. Director, Youth Fashion Guild. By invitation only, to trade press and merchandisers. Publicity: Pat di Sernia at "American Girl", MU. 2-2505.	AMERICAN GIRL MAGAZINE (155 EAST 44TH STREET)	HOTEL NEW YORKER GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 11 11:00 A.M.	PRESS PREVIEW: FURS BY HUBERT DE GIVENCHY Spring fur collection designed by Hubert de Givenchy in Paris, and manufactured by John F. Morris in New York. By invitation only. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7872.	JOHN F. MORRIS	HOTEL PLAZA STATE SUITE
Tuesday Jan. 11 8:30 P.M. Dinner	FASHION SHOWING OF DAYTIME DRESSES "Daytime Fashions, 1955"--21st annual presentation of new Spring and Summer fashions by national brand line daytime dress manufacturers, plus a special group of dresses featuring newest fabrics from leading fashion textile houses. Special feature: R.C.A. closed-circuit color TV show "Color Television Journalism - A New Fashion Medium". By invitation only. Fashion Director: Frances L. Russell. Contact: LA. 4-6352.	NATIONAL ASS'N OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Jan. 12 9:30 A.M. Breakfast	PREVIEW OF SPRING MILLINERY COLLECTION Showing of Gustavo's Spring millinery at a preview for press and buyers. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	GUSTAVO (59 WEST 56TH ST.)	THE PEACOCK CAFE 158 WEST 56TH STREET
Thursday Jan. 13 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Presentation of Spring hats by Mr. John P. John. By invitation only. Publicity: Mary-Jean Mairs, at Mr. John, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Thursday Jan. 13 5:00 P.M.- 7:30 P.M.	PRESS PREVIEW OF SPRING HANDBAGS Spring collection of domestic and imported "Bags by Josef" for local and visiting press. By invitation. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (GOLD SEAL IMPORTERS, INC.)	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
Friday Jan. 14 8:00 P.M.	OPERA PARTY FOR VISITING PRESS The Jewelry Industry Council will be host to the visiting press at the evening performance of Bizet's "Carmen." By invitation only. Publicity: Martha Percilla, PL. 7-3075.	JEWELRY INDUSTRY COUNCIL	MET. OPERA HOUSE B'WAY & 39TH STREET
Saturday Jan. 15 9:00 A.M. Breakfast	MILLINERY PREVIEW OF SPRING COLLECTION Presentation to the visiting press of Laddie Northridge's Spring millinery (Show for the local editors on Monday, Jan. 10 at 4:00 P.M.--See Pg. 7). By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
Wednesday Jan. 19 12:30 P.M. Luncheon	LUNCHEON SHOWING OF LENTZ DIMINUTIVES Altman's will present Lentz Diminutives for Spring during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Altman's Publicity: Eleanor Horton, MU. 9-7000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM
Tuesday Feb. 1 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Eleventh Annual "March of Dimes" Fashion Show presented for the benefit of The National Foundation For Infantile Paralysis. Contact: Elaine Whitelaw, National Foundation, 120 Broadway, BE. 3-0500. Fashion Publ: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM

MOVIES...MUSIC...THEATRE...OPERA

- Monday
Dec. 6 FIFTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Mon., Dec. 6: Verdi's AIDA. Tues., Dec. 7: Rossini's IL BARBIERE DI
SIVIGLIA. Wed., Dec. 8: Gounod's FAUST. Thurs., Dec. 9: Mozart's
LE NOZZE DI FIGARO. Fri., Dec. 10: Giordano's ANDREA CHENIER. Sat., Mat.,
Dec. 11: Wagner's DIE MEISTERSINGER. Sat., Eve., Dec. 11: Massenet's
MANON. Publicity: Francis Robinson, FE. 6-1200.
- Thursday
Dec. 9 PREMIERE: "DEEP IN MY HEART" (Movie) MUSIC HALL, 6TH AVE. & 50TH STREET
M-G-M Eastman Color print by Technicolor production starring Jose Ferrer,
Merle Oberon, Helen Traubel, Doe Avedon, Walter Pidgeon, Paul Henreid.
Producer: Roger Edens. Director: Stanley Donen. Women's costumes:
Helen Rose. Men's costumes: Walter Plunkett. On the stage will be "The
Nativity" and "King Kringle" produced by Leonidoff. M-G-M Publicity:
Herbert Crooker or Frances Lane, JU. 2-2000. Music Hall Publicity:
Fred Lynch, CI. 6-4600.
- Monday
Dec. 13 OPENING: "LUNATICS AND LOVERS" BROADHURST THEATRE, 235 WEST 44TH STREET
Dennis King will be starred in Sidney Kingsley's production of his new
farce presented by M. Kirshner. Featuring Sheila Bond, Vicki Cummings,
Mary Anderson, Buddy Hackett, Arthur O'Connell, Nat Cantor. Production
designed and lighted by Frederick Fox. Women's costumes: Charles Gelatt.
Publicity: Richard Maney, CI. 7-4646.
- Wednesday
Dec. 15
8:30 P.M. PREMIERE: "THE COUNTRY GIRL" (Movie) CRITERION THEATRE, B'WAY & 45TH ST.
Paramount Pictures production of the Broadway hit by Clifford Odets,
starring Bing Crosby, Grace Kelly, William Holden. Producer: William
Perlberg. Director: George Seaton. Costumes: Edith Head. Benefit for
the United States Olympic Fund -- tickets: \$2.50 and \$5.00. Open to
public beginning Thurs., Dec. 16. Publ.: Maria van Slyke, BR. 9-8700.
- Tuesday
Dec. 21 OPENING: "PORTRAIT OF A LADY" ANTA THEATRE, 245 WEST 52ND STREET
Lyn Austin and Thomas Noyes and The Producers' Theatre will present
Jennifer Jones in a new play by William Archibald, based on the novel by
Henry James. Featuring: Robert Flemyng, Cathleen Nesbitt, Douglas Watson
and Barbara O'Neill. Director: Jose Quintero. Settings & lighting:
William and Jean Eckart. Costumes: Cecil Beaton. (Note Change of Date).
Publicity: Barry Hyams, CO. 5-4784.
- Tuesday
Dec. 21
8:30 P.M. PREMIERE: "ROMEO AND JULIET" (Movie) SUTTON THEATRE, 205 EAST 57TH STREET
J. Arthur Rank - United Artists release in Technicolor starring Laurence
Harvey, Susan Shentall with Flora Robson, Mervyn Johns and Norman Wooland.
By invitation only for the benefit of the March of Dimes. U-A Publicity:
Tess Michaels, CI. 5-6000.
- Thursday
Dec. 23 OPENING: "HOUSE OF FLOWERS" ALVIN THEATRE, 252 WEST 52ND STREET
Saint Subber will present Truman Capote and Harold Arlen's new musical
starring Pearl Bailey. Director: Peter Brook. Choreography: George
Balanchine. Sets & costumes: Oliver Messel. Lighting: Jean Rosenthal.
Publicity: Dorothy Ross, PL. 7-0640.
- Thursday
Dec. 30 OPENING: "SILK STOCKINGS" IMPERIAL THEATRE, 249 WEST 45TH STREET
Feuer and Martin will present Hildegard Neff and Don Ameche in a new
musical comedy by George S. Kaufman and Leueen MacGrath with music and
lyrics by Cole Porter. Settings & lighting: Jo Mielziner. Costumes:
Lucinda Ballard. Director: Mr. Kaufman. Publ.: Karl Bernstein, CI. 6-0427.